

**GOVERNMENT OF INDIA
TEXTILES
LOK SABHA**

STARRED QUESTION NO:231
ANSWERED ON:10.03.2000
PROGRAMMES FOR DESIGN INPUTS AND MARKETING FACILITIES
ANNA SAHEB M.K. PATIL

Will the Minister of TEXTILES be pleased to state:

- (a) whether the Government have formulated a programme to provide design inputs and marketing facilities to the handloom sector;
- (b) if so, the details thereof;
- (c) whether the Government have reviewed the progress of development of Handloom sector;
- (d) if so, the details thereof; and
- (e) the details of the measures proposed by the Government for promotion of handloom sector keeping in view challenges posed by the W.T.O. framework?

Answer

MINISTER OF TEXTILES

(SHRI KASHIRAM RANA)

(a) to (e) A statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO LOK SABHA STARRED QUESTION NO. 231 RAISED BY SHRI ANNASAHE PATIL, TO BE ANSWERED ON 10.3.2000

a) Yes Sir,

b) Design inputs and marketing facilities are the thrust areas of several schemes implemented by the Ministry of Textiles in the handloom sector. Design inputs are being provided through the 'Freelance Designers Scheme', 'Development of Exportable Products & their Marketing' Scheme, 'Project Package Scheme' and the Weavers Service Centres. Further, to provide Design Intelligence and inputs, a National Design Centre has been set up in collaboration with National Institute of Fashion Technology with connectivity to Handloom Export Promotion Council and five Weavers Service Centres.

Marketing support is provided to the sector through National Expos, District level fairs, participation in Haats and setting up of Handloom Complexes.

c & d) The progress of the sector is regularly reviewed with the help and association of the State Governments, through whom most of the developmental schemes are being implemented. Such reviews are a continuous process.

e) To promote the Handloom sector, in the light of the challenges posed by the WTO, efforts are being made to make the sector more competitive, so as to enable it to face the challenges that would be thrown by removal of the economic barriers. Effective measures are being initiated to increase productivity and improve quality, in the handloom sector, to face the open world competition after removal of the quantitative restrictions by 2004. Apart from the ongoing schemes, a new scheme called 'Deendayal Hathkargha Protsahan Yojana' is proposed to be introduced from the next financial year to augment infrastructure, design and marketability of handloom goods.